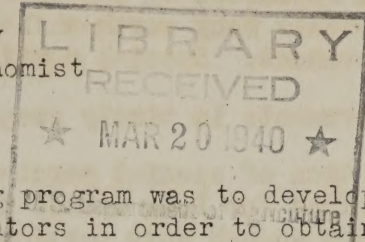


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NORTHEASTERN VEGETABLE AND POTATO MARKETING PROGRAM - 1939 1/

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Objectives.

The principal objective of the marketing program was to develop closer cooperation on the part of growers and distributors in order to obtain a more orderly and efficient merchandising procedure for vegetables produced in the Northeastern States to the end that returns to growers should be increased. To achieve this objective the following 6-point program was set up:

1. More timely and pertinent marketing information which will assist growers and distributors in moving vegetables into consumption in a more orderly and efficient manner.
2. More standardization and uniformity in quality of products and in kind and size of containers.
3. Special merchandising campaigns when needed to secure more effective distribution of peak production.
4. Publicity and advertising to stimulate increased consumer consumption of vegetables.
5. Development of machinery to move surplus vegetables to other markets when practicable.
6. Federal Surplus Commodities Corporation purchases of burdensome market surpluses.

Development and Operation.

1. The program was sponsored and developed by the Northeastern Vegetable and Potato Council with the assistance of various State and Federal agencies and distributor groups.
2. Operation of the program was delegated locally to market committees organized for the following market areas: (1) New York City, representing producers from Long Island, Staten Island, New Jersey, and southeastern New York; (2) Connecticut Valley, which included New Haven, Hartford, Bridgeport, and Waterbury, Connecticut, and Springfield, Massachusetts; (3) eastern New York; (4) Syracuse; (5) Buffalo; (6) Philadelphia; and (7) Baltimore.
3. A regional committee was designated by the council from its membership to coordinate the activities of the program in the various areas.
4. Representatives of the State extension services, State colleges, State departments of agriculture, and various divisions of the U. S. Department of Agriculture assisted in the operation of the program regionally and in the local market areas.

1/ Presented in the Marketing Specialists' Session, Regional Extension Conference for the Northeastern States, New York City, N. Y., March 1, 1940.

Results.

An appraisal of the operation of the marketing program during its first season reveals many worth-while accomplishments as well as opportunities for its improvement. Special mention should be made of:

1. Improvements in timely crop and market information.
2. Operation of special merchandising campaigns for certain crops. Such campaigns for Long Island cauliflower, New York peaches, and New England Hubbard squash were particularly successful.
3. Consumer information relative to specific vegetable crops timed for release through newspapers and radio just prior to peak of harvest.
4. Purchases of surplus vegetables on farmers' markets by the Federal Surplus Commodities Corporation.

Program for 1940 Season.

1. At the regular meeting of the Northeastern Vegetable and Potato Council on December 2, 1939, it was agreed that the 6-point program adopted May 6, 1939, should be carried on with renewed emphasis and that the following should be added to the original program as points 7, 8, 9, and 10:
 - "7. Additional work should be stressed to the end that growers realize their responsibility in providing a steady and dependable supply of produce at all times in season.
 - "8. Recommend increased emphasis by State and Federal institutions on research and extension work in marketing to the end that emphasis on marketing should equal that on production with reference to funds and personnel.
 - "9. Recommend strengthening of existing potato and vegetable growers' organizations and formation of new organizations wherever needed.
 - "10. Favor limiting of speculative credit in potato and vegetable production and recommend that immediate studies be made to determine sound methods by which speculative credit may be limited."
2. The following statement of its marketing policy was adopted by the council on February 10, 1940:

"It is the sense of the Northeastern Vegetable and Potato Council that a sound marketing policy must provide sufficient control by the grower so that he can guide the distribution of his products through the various channels of trade from the farm to the consumer. Such a policy must be made effective through the establishment of grower-trade relationships and will call for additional trade and grower organization. Such a policy further must include some means whereby the grower with the assistance of the proper agencies can contact and inform the consumer concerning prospective supplies, quality, values, methods of use, and units and methods of purchase of his products."